

# LUCKY, LUCKY

# YOU

IT'S  
FRIDAY  
THE  
13<sup>TH</sup>



**FAMOUS  
BRANDS**

**BETTER  
VALUES**

**WIDER  
PRICE RANGE**

Friday the 13th . . . no superstition . . .  
just super savings on all merchandise  
from your progressive merchants in Es-  
canaba. Let Lady Luck smile on you  
with sensational values on high quality  
merchandise. Shop in Escanaba where  
you get bargains all year 'round.

**FRIENDLY  
SERVICE**

**GREATER  
VARIETY**

**SHOP WITH  
CONFIDENCE**



## ESCANABA

...Shopping  
Center  
of the  
U.P.

IN THE HEART OF VACATIONLAND



"The Riviera Of The North"

### Escanaba's CALENDAR OF EVENTS

Oct. 14 ----- Football: Escanaba vs. Marinette  
Oct. 18th ----- Beta Sigma Phi Benefit Card Party,  
8 P. M. St. Patrick's Hall  
Friday Nights ----- Shop Escanaba  
Oct. 21 ----- Harvest Dinner and Dance at Elks Club

This  
"SHOP ESCANABA"  
Series is  
Sponsored by the following:

**ACCOUNTING**  
• Capital Business Service  
**APPLIANCES & HOME  
NEEDS**  
• Gamble's  
• Herro Appliances & Electric  
• Modern Appliance  
• Western Auto

**AUTO BODY SHOP**  
• Dave's Body Shop

**AUTOMOBILE DEALERS**  
• Coyne Chevrolet

**AUTOMOBILE TIRES**  
• Anderson Tire Service

**AUTO-WHEEL  
ALIGNMENT SERVICE**  
• Hilbert Brake Shop

**BAKERY**  
• Thompson Bakery

**BANKS**  
• State Bank of Escanaba  
• First National Bank & Trust  
• Of Escanaba  
• Northern Michigan National  
Bank

**CAMERA SHOP**  
• The Photoart

**CAMPERS**  
• Bel-Aire Campers

**CHILDREN'S CLOTHING**  
• The Morrison Shop

**CIGAR & PARTY STORE**  
• Bruce's Party Store

**CLOTHING STORE**  
• Fineman's F&G  
• The Leader Store

**CONFECTIONERY**  
• Skyline Confectionery &  
Gifts

**COOPERATIVE STORE**  
• Midland Bay De-Nor Co-op

**DAIRIES**  
• Escanaba Dairy

**DEPARTMENT STORES**  
• The Fair Store  
• J. C. Penney Co.  
• Montgomery Ward

**DRUG STORES**  
• City Drug  
• Green Drug  
• People's Drug  
• West End Drug

**DRY-CLEANERS &  
LAUNDRIES**  
• Escanaba Steam Laundry &  
Dry Cleaners  
• Norge Laundry & Cleaning  
Village

**FINANCE**  
• Beneficial Finance Co.

**FIREPLACES**  
• Detroit Sales

**FLOOR COVERING**  
• Phil Miron Floor Covering

**FLORISTS**  
• Wickert Floral Co. &  
Greenhouse

**FURNITURE & CARPETING**  
• Bonfield's Furniture  
• Home Supply Co.  
• Ivan Koback Furniture  
• Peltin's Furniture

**HARDWARE**  
• Coast To Coast  
• Griffith V&S Hardware

**HOTEL**  
• Sherman Hotel

**KNITTING**  
• Ruth's Yarn Shop

**LUMBER & SUPPLY**  
• Phoenix Lumber Co.  
• Stegath Lumber Co.

**MARINE SALES & SERVICE**  
• Sorensen Marine

**MEN'S CLOTHING**  
• Anderson Bloom Men's Wear

**NEWSPAPERS**  
• Escanaba Daily Press

**PASTIES**  
• Mickey's Pastie Shop

**PLUMBING & HEATING**  
• Berger & Robinson

**PHOTOGRAPHY STUDIO**  
• Lee's Studio

**PRINTING**  
• Gene Hebert Photo Offset  
Printing

**RESTAURANTS & TAVERNS**  
• Arthur's Restaurant  
• Harry's Town Pump  
• Kallio's Fareway Dinerette  
• Marco's Restaurant  
• Mayflower Restaurant  
• Ranch House Cafe  
• Tim & Sally's

**SERVICE STATIONS**  
• Ben's Citgo Service  
• Al Bovey Shell Service  
• Snyder's Shell Service  
• George O'Connell - Service

**SEWING CENTER**  
• Delta Sewing Center

**SHOE STORES**  
• Manning Shoe Store  
• Peterson Shoe Store  
• Pix Shoe Store  
• Roberts Shoe Store

**SPORTING GOODS**  
• Jerry's Sport Shop  
• L & R Sport Shop

**SUPER MARKETS**  
• Mei & Elmers

**THEATERS**  
• Delft & Michigan

**UTILITY**  
• City Of Escanaba Municipal  
Electric  
• Upper Peninsula Power Co.

**VARIETY STORES**  
• S. S. Kroger Co.  
• F. W. Woolworth Co.

**WOMEN'S READY-TO-WEAR**  
• Gartner's  
• Meta Brown Shoppes